



Australian Bureau of Statistics

2902.0 - Census Update (Newsletter), Jul 2000

Previous ISSUE Released at 11:30 AM (CANBERRA TIME) 31/07/2000

Summary

Contents

Contents

Dissemination
Final consultations starting soon
Countdown to the Main Event
Retention of 2001 Census Forms
New image for the 2001 Census!
GST and the ABS
Dress Rehearsal in the Field
SEIFA - Profiling the Population
Statistics in your Local Library!
Editorial
2001 Census Data - the untold stories

Dissemination

Dissemination

Census Publications On-line

To meet the changing needs of our clients, the ABS is focused on the development of new dissemination systems and products that exploit new technologies. When professional, timely, and objective statistical information is required, there are several new services worth considering: AusStats, the National Information Service (NIS), and the email delivery of monthly and quarterly publications via subscription.

AusStats - information on-line, all the time.



AusStats is the ABS' new web based service that offers clients access to a comprehensive range of ABS material through our web site. Available only by subscription, AusStats

includes both free and charged information.

By using AusStats, subscribers can access:

- all ABS publications from 1998 onwards in Adobe Acrobat format;
- over 2,000 spreadsheets;
- multi-dimensional datasets in SuperTABLE format;
- **1996 Census Basic Community Profiles to the Statistical Local Area level**; and
- free summary information including Main Features, Release Advices, Australia Now, and extensive linking between related information.

Most of the 1996 Census publications are now available via the AusStats service.

Just some of the topics covered in the new AusStats service include:

- | | |
|---------------------|----------------------------|
| • Demography | • Education |
| • Health | • Population and Migration |
| • Social Statistics | • Transport |
| • Welfare | • and much more. |

Some of the main AusStats features include:

- a full text search facility - helps find data easier.
- bookmarking - allows you to bookmark any page in your web browser.
- networking - allows you to decide on how many and which users in your organisation can access AusStats.

AusStats is available only by subscription, yet with a range of options. Click here for more information on **AusStats** and to browse through the service and view the type of information available. Although files can't be downloaded until you become a subscriber, AusStats does offer some examples of files containing historical data which can be viewed on screen so that you can get a good idea of how AusStats works.

National Information Service

The National Information Service (NIS) is a gateway to the full range of information and services provided by the ABS. It handles telephone and internet email enquiries from the ABS web site, fax as well as written enquiries. The service operates from 8.30am to 5.00pm for each State and Territory.

Consultants at the NIS assess client needs and provide prompt responses to simple enquiries. Data requests which can be serviced from current publications and within 5 minutes are free of charge. The NIS consultants also have access to a broad range of unpublished statistics, and can provide expert advice and guidance on very specific information requirements.

The National Information Service can now be contacted by phone: **1300 135 070**, or email: **client.services@abs.gov.au**, or by fax: 1300 135 211. Overseas clients please call 61 2 9268 4909.

Publications to your desktop

The ABS' Subscription Service now offers the email delivery of monthly and quarterly printed publications as electronic files via the Internet. This service is offered at the same price as a subscription to the hardcopy version and there are no additional charges to change to email delivery.

ABS electronic publications offer:

- faster delivery of your monthly and/or quarterly publications direct to your desktop;
- the ability to store and network electronic publications on your computer system;
- a keyword search facility to quickly find the data you want; and
- the ability to cut and paste from ABS publications into your own documents.

What's available

All monthly and quarterly printed publications released in 2000 are available for email delivery. More information is available on the Subscription Services web page or call Subscription Services on 1300 366 323.

Census email alert list

We now also offer you the choice of receiving census related information via email. If you wish to be added to our email list simply send an email to **census.users@abs.gov.au** and type in the subject field "Add to census email". When important census related matters arise we will forward you the information as soon it is available. If at any time you wish to be taken off the list, compose an email to the address above and type "Cancel from census email" in the subject heading.

Final consultations starting soon

Final consultations starting soon

Since early 1999, the ABS has been undertaking a wide ranging consultation with users of census data. Initially, the ABS conducted focus groups with users to obtain qualitative information on the range and delivery of 1996 Census products and services.

This was followed by a wider consultation with all known census data users to obtain reactions to the broad strategies and directions for developing 2001 Census products and services. This information, summarised in **ABS Views on Census Output Strategy (ABS Cat. no. 2009.0)**, was distributed to all **Census Update** readers last October.

Proposed Products and Services

The final phase of the census user consultation process will be commencing shortly. The **Information Paper: 2001 Census of Population and Housing: Proposed Products and Services** (ABS Cat no. 2011.0) is due for release on 27 July 2000, and will be distributed to all **Census Update** readers shortly thereafter.

Incorporating feedback from the second round of consultations, the information paper documents the full range of products and services that are proposed for release, as well as including their indicative release dates. The paper also aims to inform census users of the changes to census data concepts and classifications.

The information paper will be accompanied by a supplement and questionnaire. The supplement contains detailed information on the proposed format and table content of 2001 Census publications, the Community Profile Series and Internet Services.

New questionnaire

The questionnaire has been specifically drawn up so we can hear your views on the proposed products and services. After considering the available information, please take the time to complete the questionnaire and return it by **15 September 2000**.

The questionnaire can be completed in hardcopy, or on-line by selecting the **Census** button in the left margin of the ABS home page. **Please note that the questionnaire will only be available on-line after 27 July 2000.**

In addition, the ABS welcomes comments on other output related issues that users wish to be considered before the ABS finalises its output plans for the next census. It is important that we receive as many comments as possible so as to ensure that the census products and services developed are relevant to user's statistical requirements.

The information from this consultation will be used to finalise the design, content and functionality of the full range of 2001 Census products and services.

More information about census products and services

The ABS will continue to deliver more detailed information about the proposed 2001 Census product suite as plans become firmer. As the current ABS pricing policy is undergoing review, indicative prices have not been included in the information paper. However as prices for census products and services are developed, clients will be informed through future editions of **Census Update** and the ABS web site.

It is also important to note that the release dates shown in the paper are indicative only and are subject to change. The ABS intends to make every effort to release data as soon as possible, and will advise users of firm release dates in the first release of **Census Update** in 2002, and through this web site.

Countdown to the Main Event

Countdown to the Main Event

A final test of all aspects of the field and public relations activities for next year's census is currently underway. Taking part in the exercise are selected suburbs throughout Melbourne and rural Mildura. Read on to find out what the Public Relations Unit and the Census Field teams are doing in preparation for the 2001 Census.

By Melanie James, Census Communications Director

The 'main event', as the 2001 Census has been dubbed, is over a year away but things are starting to heat up for the public relations (PR) campaign. The current PR campaign covers not only the test period, but continues until well after the 2001 Census has been conducted and the first results released. The Census Dress Rehearsal on June 27 2000 is a complete check of all procedures and systems, from the delivery of the test census forms, to the scanning and processing of the completed forms.

With a view to increasing the involvement of local communities and businesses in the 2001 Census, the ABS is trialing some new initiatives. These include:

- the availability of a designated census web site which will help answer people's questions on filling out their census forms during the Dress Rehearsal; and
- the issuing of fridge magnets to approximately half of the households involved in the Dress Rehearsal.

The magnets will list key dates such as when the census forms will be delivered and picked up. This initiative is being trialled to see what impact there is on the number of calls made to the enquiry service.

The Census Public Relations Unit are also overseeing an initiative which will target regional communities. This includes the coordination of a regional launch of the 2001 Census Dress Rehearsal in Mildura, Victoria - one of the participating regions.

Invitations to the launch of the Dress Rehearsal at the Mildura Rural City Council Library have been extended to the Mayor of Mildura Rural City Council, as well as a number of guests from the local community and media. This event gives the Mildura community the opportunity to get behind the census test and to ask the ABS representatives on hand any questions they might have. Again if this is successful, it's something that the ABS may look at doing in as many regional areas as possible for the main event.

The next issue of **Census Update** will follow up on the results of the public relations' trial.

Retention of 2001 Census Forms

Retention of 2001 Census Forms

In past censuses, once the statistical processing had been completed, all name-identified information was destroyed.

For the 2001 Census however, the Federal Government has accepted the recommendation of the Standing Committee on Legal and Constitutional Affairs.

The report, **Saving Our Census and Preserving Our History**, states that saving name-identified census information 'for future research, with appropriate safeguards, will make a valuable contribution to preserving Australia's history for future generations'. This is particularly true for the 2001 Census as it coincides with the Centenary of Federation.

It should be noted that information will only be kept for those persons who explicitly give their consent. This is to ensure that the current high levels of public confidence and cooperation in the census are maintained, and to respect the wishes of those who do not want their information retained for future release.

For privacy reasons and to encourage households to give their consent, name-identified information will not be available for any purpose, including by a court or tribunal within a 99 year closed access period. If a person does not explicitly agree to the retention of their name-identified census information, it will be destroyed once the statistical processing has been completed.

Type of Question to be asked in the 2001 Census Form

Does each person in this household agree to his/her name and address and other information on this form being kept by the National Archives of Australia and then made publicly available after 99 years?

* Answering this question is **OPTIONAL**

* A person's name-identified information will not be kept where a person does not agree or the answer is left blank

* Refer to the Census Guide for more information.

PLEASE CHECK WITH EACH PERSON BEFORE ANSWERING - LEAVE BLANK FOR THOSE PERSONS WHOSE VIEWS ARE NOT KNOWN TO YOU

Person 1	Person 2	Person 3	Person 4	Person 5	Person 6
()Yes, agrees					
() No, does not agree					

Once the statistical processing has been completed, the information for each person who has agreed to it being retained, will be transferred and stored on microfilm. Microfilm has been chosen as its archival storage properties are well known.

Production of the microfilm will be undertaken at the ABS' Data Processing Centre in Sydney. After processing, the microfilm will be passed to the Australian Archives to store for 99 years after which time the information will be made publicly available.

See also Media Release of 17/12/99 - **Australians can choose to have census data released in 100 years**

New image for the 2001 Census!

New image for the 2001 Census!

Census Update is happy to reveal the new logo for the 2001 Census of Population and Housing (see below). The logo will first be used on the census forms during the **Dress Rehearsal**.



The logo will be used extensively throughout the census campaign, from television and newspaper advertising to t-shirts, and on all the products and services produced from the

2001 Census. See the article [**Countdown to the Main Event**](#) for details about the current public relations activities.

The revised logo incorporates both the population and housing themes of the census.

GST and the ABS

GST and the ABS

ABS prices from 1 July are GST inclusive. The **2000 ABS Catalogue of Publications and Products** (ABS Cat. no. 1101.0) is available now and contains GST inclusive prices.

For information on the GST and its effect on ABS products and services, see **Goods and Services Tax ('GST') and ABS Products and Services** or visit the **ABS Bookshop** in your state/territory.

Dress Rehearsal in the Field

Dress Rehearsal in the Field

The 2001 Census Dress Rehearsal is currently underway and is the last live test before census night in August 2001. The Dress Rehearsal will involve a total of 40,000 dwellings within the Melbourne area, and from communities surrounding Mildura. Procedures differ between urban and rural areas, and thus the Dress Rehearsal must include both types of communities to effectively test all census procedures. The Dress Rehearsal will allow the ABS to test its systems and introduce a number of new elements into the process.

There have been a number of changes introduced in the field side of this year's census test. One of them is the introduction of a new training package for field staff. The Dress Rehearsal will allow elements of the new package to be tested for the first time and any necessary improvements made before the 2001 Census.

The Census Field System is also being tested. This system manages the administrative tasks relating to field employees, such as job applicants, selection, managing employee workloads and tax. Group leaders for the Dress Rehearsal have been recruited and trained on site in Melbourne.

The forms being used in the Melbourne and Mildura district Dress Rehearsal are identical to those that are to be used in the 2001 Census. Printing of the 2001 Census forms will begin shortly.

The Dress Rehearsal will also fine tune the processing of census forms through the use of an optical scanner that contains word recognition technology. If words and phrases are only partially read, a repair system is used that will allow accurate identification by looking at:

- surrounding words and letters; and
- the context in which it is used.

If a word cannot be read through the repair system, the forms are then manually processed which represents a major segment of the processing workforce. By fine tuning this technology, there will be less manual processing with reduced workload, costs and room for error.

The processing of the 2001 Census will start in September 2001 in Sydney.

However, the processing of the dress rehearsal will take place in the ABS Central Office in Canberra, due to the increased activity in Sydney during the Olympic Games. Normally the Dress Rehearsal aims to rehearse every detail of the census, including the location of processing.

The effect of not being able to process the forms in the same city for both the Dress Rehearsal and actual census is that elements such as recruitment of processing staff cannot be fully tested.

Check out the next edition of **Census Update** to find out the effectiveness of the Dress Rehearsal.

SEIFA - Profiling the Population

SEIFA - Profiling the Population

The Socio-Economic Indexes for Areas (SEIFA) are groupings that provide a comprehensive profile of the Australian people. Using data from the 1996 Census of Population and Housing, five indexes have been constructed to summarise the social and economic conditions of Australia.

People using census data are sometimes interested in an overview or summary of a number of related items, rather than just one item of social or economic interest. The indexes used in **SEIFA** can provide this information by summarising a variety of underlying social and economic variables.

The five indexes are:

1. Urban Index of Advantage - contains items such as high income and home ownership.
2. Rural Index of Advantage - looks at characteristics related specifically to rural areas.
3. Index of Disadvantage - focuses on items such as low income earners and high unemployment.
4. Index of Economic Resources - highlights disposable income and the economic resources of a household.
5. Index of Education and Occupation - contains specific rankings based on educational background.

People can choose from a wide range of geographical areas including Collection District, Statistical Local Area, and Postal Area. Alternatively, clients can customise areas to suit their own specifications. Combining SEIFA with the mapping capabilities of **CDATA96** further increases the useability of this product.

For those in the business of targeting products or services, demographic profiling, survey design, service provision or research, SEIFA is an essential tool. The five indexes can help with the following and much more:

- market segmentation consultation
- identifying features of a unique target group
- the analysis of consumer profiles
- identifying a new business location.

For more information about SEIFA, contact an ABS consultant on 1300 135 070 or visit the **ABS Consultancies** web page. Overseas clients please call 61 2 9268 4909.

Statistics in your Local Library!

Statistics in your Local Library!

In over 500 libraries throughout Australia, you can find the latest ABS information containing statistics on a vast array of topics. As part of the ABS' Library Extension Program (LEP), major state and university libraries are provided with complete collections of ABS published material - over 200 titles a year. Public, small campus and TAFE libraries also receive a collection of the ABS' most important national and state publications - over 100 titles are distributed to these libraries every year.

As well as receiving a range of relevant 1996 Census publications, many libraries also received a special CD-ROM product called **CLIB96 - Census In Your Library**. Developed exclusively for the library community, CLIB96 is part of the ABS' commitment to widely disseminate ABS data free of charge to the Australian community. CLIB96 contains a broad range of data from the 1996 Census of Population and Housing including:

- Census Classifications Counts
- **Basic Community Profiles**
- Time Series Profiles
- Working Population Profiles

There are a number of information facilities available to help you get started with using CLIB96, including 'help' on the **CLIB96** CD-ROM as well as the "Beginning with CLIB96" guide.

For more information on how to obtain Census information through your library, look at our **Library Extension Program** page .

The LEP and the 2001 Census

For the upcoming census in August 2001, a comprehensive approach to community involvement is being planned. It is envisaged that libraries will play an important role, using the theme, "through libraries to the community".

To assist in explaining the importance of accurate and complete census returns to the local community, major regional LEP libraries will be asked to co-operate in hosting a series of census launches and briefings.

More information on the 2001 Census and the LEP's involvement will be forthcoming in future issues of **Census Update**.

Editorial

Editorial

The final round of user consultations is about to commence. In the last week of July, all **Census Update** readers will be sent a copy of the **Information Paper: Proposed Products and Services**, an additional supplement, and an accompanying questionnaire.

I would ask that everyone please take the time to read the Information Paper and supplement, as well as completing the questionnaire. The questionnaire can again be completed on-line, or in hardcopy if you prefer. It is extremely important that we obtain as many views as possible so as to ensure that the 2001 Census product suite is as relevant to your needs as possible.

In this edition, we are happy to preview the **new logo** to be used for the 2001 Census. We hope you like it as much as we do.

Finally, we would like to thank everyone who recently updated their address details, or wanted to be part of the census email alert list. If you haven't had the chance as yet to register your interest in receiving census information electronically, then refer to the section "Census email alert list" in the article **Dissemination**.

Katherine Lee

Census Update Editor

2001 Census Data - the untold stories

2001 Census Data - the untold stories

With Australia's next Census of Population and Housing occurring in August 2001, the ABS plans to maximise the use of census data with the proposed introduction of an exciting initiative: the Australian Census Analytic Program. It is anticipated that this Program will foster issue-driven research leading to the publication of important, but previously unrevealed, information that incorporates 2001 Census data.

The Program will build upon a concept originally developed by Statistics Canada. Under the Australian Census Analytic Program, social science researchers will be encouraged to participate in research, analysis and publication activity which significantly advances contemporary understanding of our country's social, cultural and economic environment.

The Occasional Paper: Counting the Homeless, Implications for Policy Development (cat. no. 2041.0) is one example where co-operative arrangements between the ABS and a researcher have delivered outstanding results.

The ABS is currently organising the initial consultation phase of the Program. Expressions of interest in the production of census monographs will be sought from universities, academics

and other organisations. Responses to these consultations will be assessed, together with feedback on potential topics of interest from the wider user community, to determine the Program's potential to deliver benefits for all Australians.

About this Release

A periodic newsletter to keep clients informed of developments in Census products and services. Highlights recent and forthcoming releases, provides comments on census data and advises of user forums.

© Commonwealth of Australia

All data and other material produced by the Australian Bureau of Statistics (ABS) constitutes Commonwealth copyright administered by the ABS. The ABS reserves the right to set out the terms and conditions for the use of such material. Unless otherwise noted, all material on this website – except the ABS logo, the Commonwealth Coat of Arms, and any material protected by a trade mark – is licensed under a Creative Commons Attribution 2.5 Australia licence